



COLLINS BUSINESS ESSENTIALS

GEOFFREY A. MOORE

Author of *Crossing the Chasm* and *Living on the Fault Line*

Inside the Tornado

*"The Chasm is where many high-tech fortunes have been lost . . .
The Tornado is where many have been made."*

—Steve Jobs, Apple Computer

**Strategies for Developing, Leveraging,
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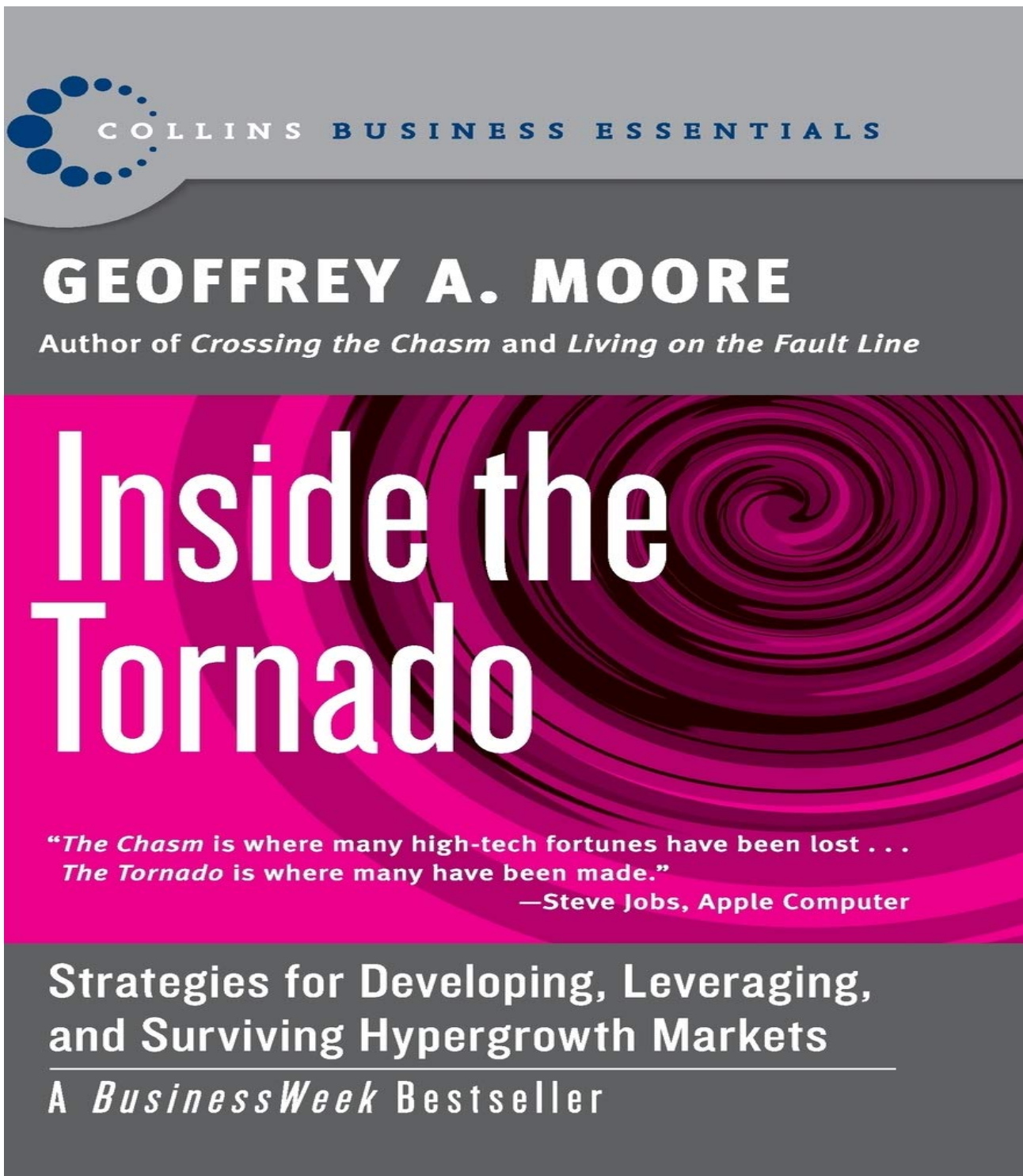
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